

Committee Notes – Joint Meeting
Security Committee- Hollywood Entertainment District, Sunset and Vine BID
March 8, 2012

Attendance: HED Committee Members Present: John Tronson, Chairperson; Carol Massie, Don Mushin, and Thaddeus Smith. Not Present: Dan Chismire. SVBID Committee Members Present: Fred Rosenthal, Chairperson; Fabio Conti, John Lupo, Elizabeth McDonald, and Anthony Bell. Not Present: Roxanna Sassanian. Liaisons: Steve Seyler, Joe Salazar, and Mike Harkins, Andrews International; Officer Danny Pesqueira, LAPD; Not Present, LASD. Staff: Joe Mariani Jr., Hollywood Property Owners Alliance. Guests: Yoshi Hisataka, LA Film School; Colin Thomas, Madame Tussauds.

- I. Call to Order: The meeting was called to order by Committee Chairs Fred Rosenthal and John Tronson at 9:38 a.m.
- II. Public Comment: No Public Comment
- III. Meeting Notes: The Committee approved their meeting notes from the February 9, 2012 meeting.
- IV. Reports

A. Report from Andrews International: Steve Seyler informed the committee that calls for service for 2012 have continued to stay steady. Thus far, the BID Security office has received 738 calls for service. Seyler reported that this was expected as BID security's popularity has grown, especially in the Sunset and Vine BID expansion area on Vine Street. The team has already made nine arrests in this area for the year. Seyler informed the board that the officers are continuing to make significant efforts in the BID in relation to homeless outreach, and targeting quality of life issues in the districts.

B. Report from LAPD: Officer Danny Pesqueira reported that he has been working with nightclubs in the area to decrease thefts. Since he began talking with operators in the district, thefts have decreased dramatically. Officer Pesqueira reported that the LAPD is also looking to work with club owners and their staff to conduct training on patron safety and avoidance of issues such as "over serving," which could lead to more serious problems later on.

C. Report from LA Sheriff's Department: Not Present.

VI. New Business

A. Status of Video Surveillance Camera System: Joseph Mariani reported that he went to LAPD last week to check in on the camera system. At the time of his visit all cameras were functioning, with the exception of the Hollywood/Whitley camera, whose transmitter was previously stolen. Mariani, at the committee's request, has begun discussions with Metro Video as to what costs may be if the BIDs' Board of Directors were interested in updating the LAPD camera system. Mariani also reported that he is looking into possibly moving the Hollywood

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Whitley camera to another location in the same area. Tronson asked that the staff possibly hold off on any potential upgrades to the system until they could obtain some type of report from LAPD that the system was indeed being used at the station on a regular basis.

B. Nightclub Issues: Mariani informed the committee that Morrison is continuing her outreach effort to speak with property owners who have nightclubs as tenants to educate them about some of the “problematic” promoters who may be targeting their venue to have an event.

C. Fast Food Restaurant Security Use: BID staff monitor locations where reliance upon BID security is disproportionate to other stakeholders. One location that has been chronicled by BID security to have a high frequency of calls for service is the Jack in the Box restaurant on Sunset Blvd. Morrison and Mariani have been in discussions with Jack in the Box’s corporate office in San Diego to try and set up a meeting with corporate representatives, LAPD, and BID security to discuss the potential option of Jack in the Box hiring a guard to attend to situations that arise within the business. Steve Seyler said that the BID had no problem responding to a location if there was a need, however chronic calls for service to one location is an unfair use of BID resources to other property owners in the area. Mariani said he would let the committee know how the meeting goes once it is scheduled.

V. Old Business

A. Homeless Outreach Update:

a. Winter Shelter: The Hollywood STAR (Shelter for Those At Risk) has closed its doors. The effort was a success as several clients in the area were able to come inside from the cold weather and get in touch with service providers. Providers are now working with several clients to try and pursue the option of permanent supportive housing for these individuals.

b. Home for Good Summit: Mariani said the Home for Good Summit was a great exhibition, showing the progress Hollywood has made in the area of housing our homeless neighbors. Morrison spoke on a panel at the event, and gave some great insight as to how Hollywood has become a model community in the effort to end homelessness in Los Angeles.

c. VA Targeted Outreach Effort: Mariani and Morrison have spoke with several individuals at the VA and it now appears that the outreach effort timeline will be slower than the group originally anticipated. Mariani reported that this was actually a positive result, after numerous discussions with the planning group. The delayed timeline would now allow for Hollywood providers and the VA to establish a better working relationship in order to ensure that individuals who were moved into housing are provided with proper after care and familiar case management. Mariani said the effort is still very much alive.

B. Community Impact Team : Mariani said that the team will be meeting on Wednesday, March 14, to discuss forming three working groups of individuals to handle the Character, Tour Bus, and Illegal Vending issues. Originally an idea had been proposed to have the groups be formed within Security Committee. However, John Tronson stated that since the Community Impact Team was already established to look at these types of issues, it would be better if the groups were formed within that organization.

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C. Valet Ordinance Update: Mariani let the committee know that the Council Office is waiting to hear from the City Attorney's office as to when the ordinance will have its hearing so it can go into effect. Morrison is closely monitoring the situation and working with CD-13 to ensure that the effort is a success.

D. Upcoming Street Closures: Angela Motta reported that Hollywood Boulevard will be closed on March 18 for the Los Angeles Marathon, April 7 for the Hollywood Half Marathon, and May 20 for the Amgen Cycling race. Additionally, in mid April until Memorial Day, DWP will be working on installing a new trunk line at the intersection of Sunset Boulevard and La Brea Avenue. The street is expected to have construction for six weeks, so individuals should avoid the area when traveling.

VII. Next Meeting: The next meeting was scheduled for Thursday, April 12 at 9:30 a.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028)

VIII. Adjournment: There being no further business the meeting was adjourned by Committee Chairs Fred Rosenthal and John Tronson at 10:35 a.m.